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N° 17,677



A.D. 1902

Date of Application, 12th Aug., 1902

Complete Specification Left, 9th Jan., 1903—Accepted, 19th Mar., 1903

PROVISIONAL SPECIFICATION.

An Improved Method of Advertising.

DUPLICATE

PHILIP JOHNSTONE SPENSER TIDDEMAN, 7 The Villas, Stoke on Trent, Staffordshire, do hereby declare the nature of this invention to be as follows:—

This invention relates to an improved method of advertising, by which means the well known principle of the cinematograph is employed, and is especially applicable for advertising on railways.

I provide a screen having a series of vertical apertures or slots a convenient distance, behind which I place a series of pictures arranged in cinematograph order, so that they present a continuous moving picture when viewed rapidly and consecutively through the perforated screen aforesaid, the perforations of apertures being so arranged to allow this effect according to the position of the screen and the probable speed of the observer.

Dated this 8th day of August 1902.

E. EATON,  
99 Cannon Street, London, E.C.  
Agent for Applicant.

COMPLETE SPECIFICATION.

An Improved Method of Advertising.

PHILIP JOHNSTONE SPENSER TIDDEMAN, 7 The Villas, Stoke on Trent, Staffordshire, Engineer, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention relates to an improved method of advertising, by which means the well known principle of the cinematograph is employed, and is specially applicable for advertising on railways.

I provide a screen having a series of vertical apertures or slots, a convenient distance behind which I place a series of pictures arranged in cinematograph order, so that they present a continuous moving picture when viewed rapidly and consecutively through the perforated screen aforesaid, the perforations of apertures being so arranged to allow this effect according to the position of the screen and the probable speed of the observer.

Referring to the annexed drawings:—

Figure 1. is a diagrammatic view showing the arrangement of my invention.

The screens *a* are provided with apertures as shown, placed beside one another, and upon the hoarding or other like arrangement *b* are placed a number of pictures in positions *c*, the pictures being arranged in cinematograph order. It will be seen that these pictures, when viewed alternately and quickly through

[Price 8d.]

*Tiddeman's Improved Method of Advertising.*

the apertures would represent moving or cinematograph picture, and my invention is specially applicable to railways when a passenger in the train travelling along the railway line *d* would be in a position to view the pictures to the best advantage. The pictures themselves of course may represent the desired scene. It will be seen that only one picture may be viewed through any one aperture, viz., that picture which is immediately opposite. I may also erect my invention on other beside rail roads in which case the the spaces between the apertures in the screen and the distance between the screen & hoarding would be suitably arranged.

Having now particularly described and ascertained the nature of my said invention, and in what manner the same is to be performed, I declare that what I claim is:—

1. In means for advertising, a double screen having opposite apertures, a hoarding placed at a convenient distance behind said screen and upon which the cinematograph pictures are placed immediately opposite the apertures in said screen, the screen and hoarding being placed in a convenient position upon a railway or other road.

Dated this 19th day of December 1902

E. EATON,  
99 Cannon Street, London, E.C. 20  
Agent for Applicant.

Wrong!!

Medicine and etc  
images

Illustration is  
be used for the  
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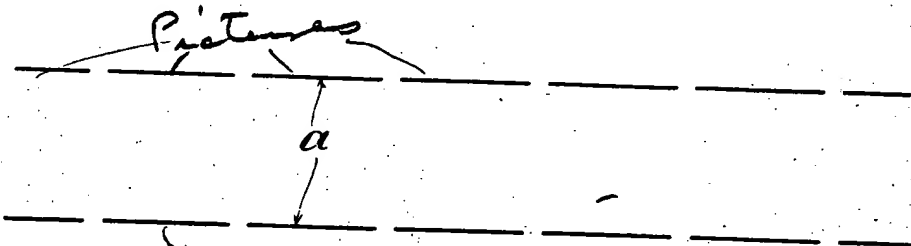
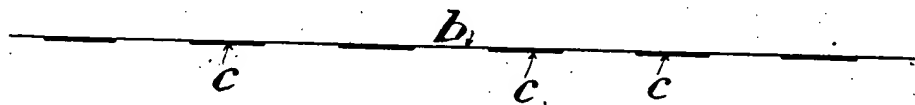
TIDDEMAN'S COMPLETE SPECIFICATION.

40-28

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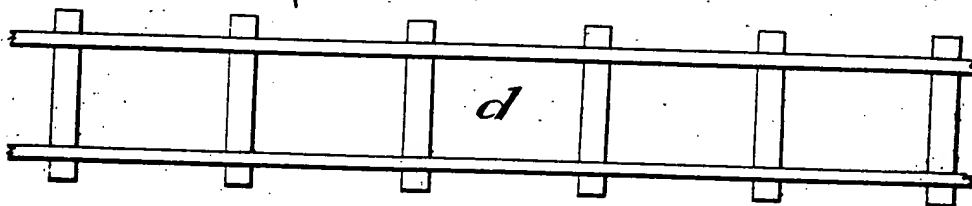
*Kingston*

Fig. 1.



*screen with slots*

*railroad track*



[This Drawing is a reproduction of the Original on a reduced scale.]

See 1006, 769 88